الجمهورية الجزائرية الديمقراطية الشعبية

وزارة التربية الوطنية | الديوان الوطني للامتحانات والمسابقات

امتحان بكالوريا التعليم الثانوي | * دورة جوان 2008 *

الشعب : علوم تجريبية + رياضيات+ تقني رياضي+ تسيير و اقتصاد | المدة :02 ساعات و 30 د

اختبار في مادة اللغة الإنجليزية

على المترشح أن يختار أحد الموضوعين التاليين :

الموضوع الأول

Part 1. Reading (15 points)

a) Comprehension (08 points)

Read the text carefully then do the activities.

Consumerism is a movement that promotes the interests of buyers of goods and services. **It** works to protect consumers from unsafe products; fraudulent advertising, labelling, or packaging, and business practices that limit competition. Consumerism, also known as consumer protection or the consumer movement, is active in many countries.

Consumerism includes activities by consumers **themselves** as well as government action on the federal, state, and local level. The movement seeks to provide adequate information about products so that consumers can make wise decisions in purchasing goods and services. Consumerism also tries to inform consumers of effective means of obtaining compensation for damage or injury caused by defective products.

The rise of the consumer movement has had major effects on business and industry. Many companies have become more responsive to the needs, wants, and safety of consumers. Other firms have not been responsive to these concerns.

1. The text is about:

a) Consumers' rights and duties.
b) Consumer movement and its roles.

2. Say whether the following statements are true or false according to the text.

a) Consumer movement is present in many countries.
b) The movement helps consumers take decisions about what products to buy.
c) The movement gives money to consumers.
d) All firms have responded to the movement's concerns.

3. In which paragraph is it mentioned that

a) Consumerism deals with buyers' interests?
b) Consumerism informs consumers about good ways of getting payment for damage and losses?

4. What do the underlined words in the text refer to?

a) it (§1) – b) themselves (§2)

5. Answer the following questions according to the text.

a) What does consumerism protect consumers from?
b) What information does consumerism provide consumers with?
c) What positive effects has consumerism had on business and industry?

b) Text Exploration (07 points)

1. Find in the text words closest in meaning to the following:

a) products (§1) - b) faulty (§2)

2. Complete the following chart as shown in the example.

Verbs	Nouns	Adjectives
Example : consume	consumerism	consumable
....	loss	....
economize	....	....
....	safety	....

3. Ask the questions that the underlined words answer.

a) Consumerism promotes **the interests of consumers**.

b) The movement is active **in many countries**.

4. Give the correct forms of the verbs in brackets.

1. Governments should (take) serious measures to fight counterfeiting.
2. After I (buy) the DVD, I found out that it was of a bad quality.

5. Match pairs that rhyme.

A	B
a) services	1) responsive
b) rise	2) package
c) effective	3) practices
d) damage	4) wise

6. Reorder the following statements to make a coherent paragraph.

a) For example, they are entitled to products

b) Consumers have several basic rights.

c) They are also entitled to the protection against unsafe foods.

d) whose quality is consistent with their prices.

Part 2. WRITTEN EXPRESSION (05 points)

Choose one of the following topics and write a composition of about 80 words.

Either

Topic 1:

After being influenced by an advertisement on TV, you bought a product. When you got it, you realized that you had been manipulated by the ad. Write a letter of complaint, in which you give information about the product and the place where you bought it, to the manufacturer telling him about the defects of the product, the consumers' rights to adequate advertising, compensation, etc. You can use ideas from the text.

Or

Topic 2:

In your city, you feel that consumers are not protected against the defects of the goods they buy. So you decide, with a group of friends to create an association of consumers.
Write a composition in which you expose the reasons and objectives of this association.

You may use the following ideas :

Reasons: counterfeit/cheap products, lower quality/harmful, not lasting

Objectives: to sensitize the consumers, to protect them, to buy safe products

الموضوع الثاني

Part 1. Reading (15 points)

Read the text carefully then do the activities.

Advertising is a message designed to promote a product, a service or an idea. In everyday life, people come into contact with many kinds of advertising. Printed advertisements make up a large part of newspapers and magazines. Poster ads appear in many buses, subways and trains. Neon signs along downtown streets flash advertisements. Billboards dot the roadsides. Commercials interrupt TV and radio programs…

The purpose of most advertising is to sell the products or services. Manufacturers advertise to try to persuade people to buy their products. Large business firms also use advertising to create a favourable 'image' of their company. Local businesses use it to gain new customers and increase sales. Advertising, thus, plays a key role in the competition among businesses for the consumer's dollar.

Advertising is also used by individuals, political parties and candidates, social organisations, special interest groups, and the government. Many people advertise in newspapers to sell used cars, homes, or other property. Political parties and candidates use advertising to try to win votes. Social organisations and special interest groups often advertise to promote a cause or to influence the way people think or act.

a) Comprehension (08 points)

1. Say whether the following statements are true or false.

a) Advertising is a part of people's daily life.
b) The main purpose of advertising is to sell products and services.
c) Advertising has no influence on competition between large firms.
d) Advertisements make political parties lose votes.

2. Fill in the table with information from the text as shown in the example.

Kinds of advertising	Where advertised
Example: a) printed	Newspapers and magazines
b)…………..	buses, subways, trains
c) neon signs	……………………
d)…………..	roadsides
e) commercials	……………………

3. Answer the following questions according to the text.

a) Who uses advertising?
b) Why do social organisations and special interest groups use advertising?

4. In which paragraph are:

a) the different kinds of advertising mentioned?
b) the users of advertising in elections mentioned?

5. Choose the general idea of the text.

a) Reasons for advertising
b) The negative effects of advertising
c) Consumer goods

b) Text Exploration (07 points)

1. Find in the text words or phrases which are closest in meaning to the following:

a) convince (§2) b) very important (§2)

2. Complete the following chart as shown in the example.

Verbs	Nouns	Adjectives
Example : to advertise	advertisement	advertised
....	product	....
to sell	....	....
....	....	useful

3. Classify the following words according to the pronunciation of the final's' (/s/ /z/ /iz/.

-buses – roadsides – sites – services – sales – groups

/s/	/z/	/iz/

4. Ask questions that the underlined words answer.

a) **Everyday,** people come into contact with many kinds of advertising.

b) Many people advertise in newspapers **to sell used cars, homes or other property**.

5. Complete the following dialogue.

A ....

B. It is a message meant to promote a product or an idea.

A ....

B. We can find advertising everywhere.

A ....

B. Manufacturers, businessmen, politicians, almost everyone uses it.

A ....

B. Yes, of course. Advertising is a big business.

Part 2. WRITTEN EXPRESSION (05 points)

Write a composition of 80 words on one of the following topics.
Choose

Either

Topic 1:

A factory has just produced a new product. Using the following notes, write a composition to show how to promote this product.

- description of the product
- its use
- its advantages
- its price

Or

Topic 2:

Are you for or against advertising? Justify your choice.

الموضوع الأول

محاور الموضوع	عناصر الإجابة	العلامة مجزأة	العلامة المجموع
Part 1 A	**Part 1 Reading**		**15pts**
	A. Comprehension		**8**
	1. b	**1pt**	**1**
	2. a) T b) T c) F d) F	**0.5each**	**2**
	3. a) §1 b) §2	**0.5 each**	**1pt**
	4. a) consumerism / movement **b)** consumers	**0.5 each**	**1pt**
	5. **a) from unsafe products, fraudulent advertising, labelling or packaging and business practices that limit competition.**	**1 pt**	
	b) adequate information about products so as to make the right decisions to buy goods or services.	**1 pt**	**3**
	c) many companies have become more responsive to the needs, wants and safety of consumers.	**1 pt**	
Part B	**B Text Exploration**		**7**
	1. a) goods b) defective	**0.5 each**	**1 pt**
	2. (see table below)	**0.25 each**	**1.5 pt**
	3. a) What does consumerism promote? **b) Where is the movement active?**	**0.5 each**	**1pt**
	4. **1. should take** **2. had bought**	**0.5 each**	**1 pt**
	5. a = 3 b = 4 c = 1 d = 2	**0.25 each**	**1 pt**
	6. b a d c	**1.5 pt**	**1.5**
PART 2	**WRITTEN EXPRESSION** **Topic 1 : Form 2.5 content 2.5** **Topic 2 : Form 3 content 2**		**5**

Verbs	Nouns	Adjectives
to lose		lost
	economy	economic /al
to save		safe / saved

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العلامة		عناصر الإجابة	محاور الموضوع
المجموع	مجزأة		

15 pts

Part 1 Reading

08 pts

A. Comprehension

2pts — 1. a) T b) T c) F d) F

2pts — 2.

Kinds of advertising	Where advertised
Example a) printed	newspapers and magazines
b) posters	……………………..
c) ………………………..	along downtown streets
d) billboards	………………………..
e) ………………………..	TV , radio

2pts — 3. a) manufacturers, business firms, local businesses, political candidates, social organizations …

b) to promote a cause or to influence the way people think or act.

1pt — 4. a) in §1 b) in §3

1pt — 5. (a)

07 pts

B Text Exploration

1 pt — 1. a) persuade b) key

1.5 pt — 2.

Verbs	Nouns	Adjectives
to produce	………………	productive
…………………	sale	sold
to use	use	………………..

1.5 pt — 3.

/s/	/z/	/iz/
sites groups	roadsides sales	buses services

1 pt — 4. a) When (how often) do people come into contact with many kinds of advertising?

b) What do many people advertise in newspapers for? / Why do many people advertise in newspapers?

2 pts — 5. Accept any appropriate completion.

05 pts

PART 2 WRITTEN EXPRESSION

Topic 1 : Form 3 content 2

Topic 2 : Form 2.5 content 2.5

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